

## **ABSTRACT**

*Revenue growth produced by Prodia by 8.6% is not comparable with the growth in the number of visits (customer visits) Prodia Region in West Java as a whole which experienced minus growth of 6.0% while based on statistical data the population growth rate in West Java is almost close to 2%, it needs research further the cause of the decrease in the number of visits to Prodia. For this research, sampling of the Wastukencana branch was taken as the branch that gave the biggest contribution both revenue and profit..*

*The purpose of this study was to analyze the effect of products and processes on customer purchasing decisions at Prodia Wastukencana Clinical Laboratory in an effort to increase the number of visits and revenue.*

*Through this research, customer assessment of Prodia Wastukencana Clinical Laboratory's customer assessment will be measured on the Products, Processes and Purchase Decision variables.*

*Sampling technique through non probability sampling with the type of purposive sampling addressed to Prodia Wastukencana Clinical Laboratory customers through questionnaires through online via whatsapp, sms, and directly (on site). The number of respondents was 200 people by filling out a questionnaire of 15 questions relating to product, process and purchase decision variables. Questionnaire data were processed using SPSS with data analysis using multilinear regression.*

*Based on the results of data processing, it can be seen that the customer considers agreeing that the products provided by Prodia Wastukencana are good and quality with a value of 86.87%, and the customer also strongly agrees that the perceived process of making transactions with Prodia Wastukencana is very easy and smooth with a value of 89.79% Meanwhile, for the purchase decision, the customer evaluates somewhat agree at 67.5% because of the number of tests chosen and the frequency of examinations is still less, namely 48.1% and 50.5%. While based on the evaluation of the influence of variables on the purchase decision, it is found that the product variable has no significant effect on the purchase decision while the process variable has a significant effect on the purchase decision. Simultaneously the product and process variables have a positive and significant effect on the purchase decision of 33.4%.*

*Based on the results of the study, then to increase Prodia's visit, which is to increase purchase decisions from customers, the Prodia Wastukencana Clinical Laboratory should continue to improve the quality of service in providing a fast, easy process and still maintaining the quality of the results to customers. In addition, with the lack of number of tests chosen by customers, it is necessary to improve education about the benefits provided in accordance with the costs incurred by the customer.*

*Keywords: Products, Processes, Purchase Decision*